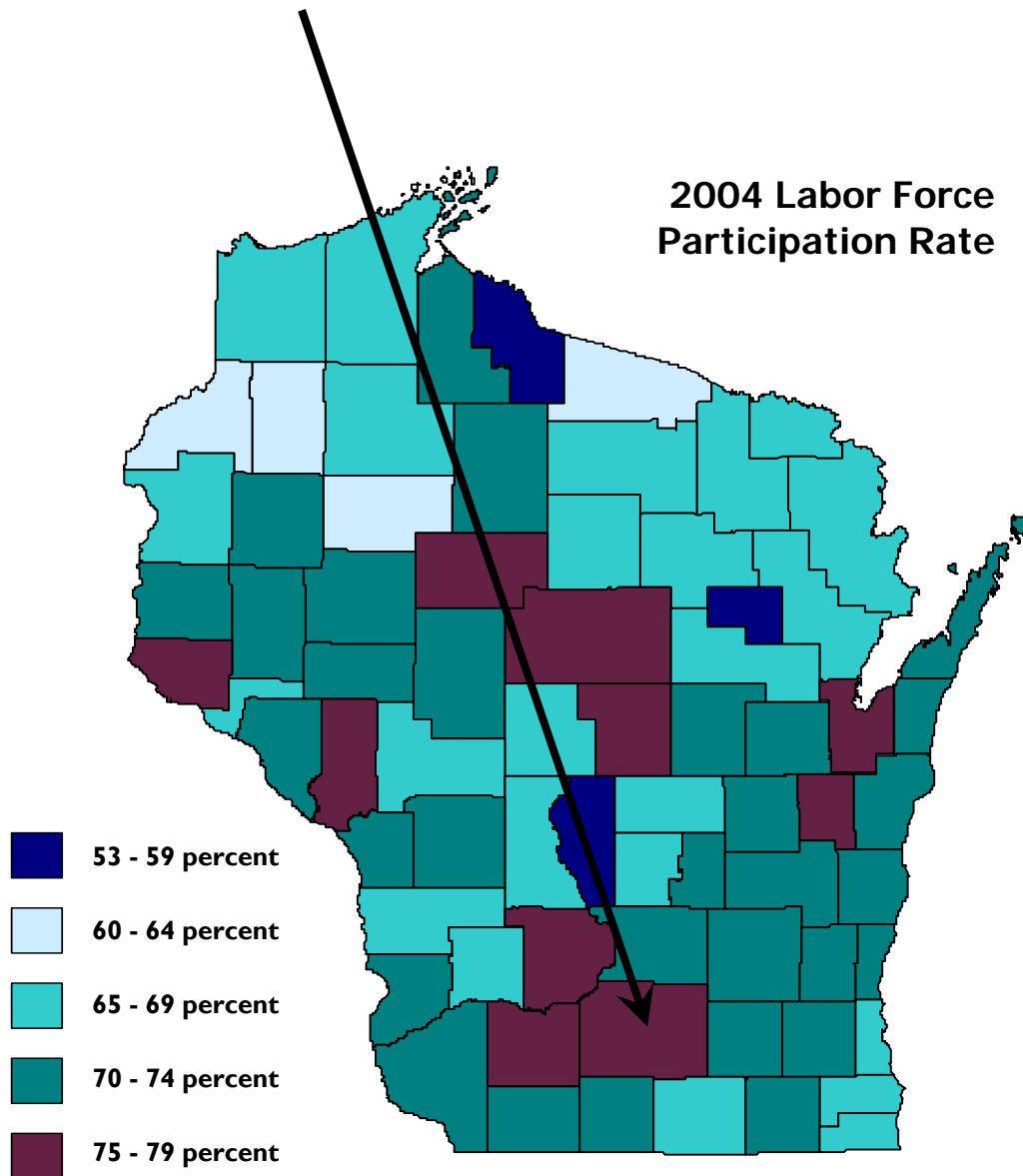


# Dane County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by  
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin  
Department of Workforce Development  
Office of Economic Advisors

December 2005

OEA-10605-P

## County Population and Labor Force

Population trends affect the supply of workers, the willingness of employers to open, expand or continue local operations and the demand for goods and services. Between 2000 and 2005 Dane County's population grew by 31,771 people or 7.4 percent. This reflects a population growth rate well above the nation's (4.9%) and the state's (4.0%). In 2005, the cities of Madison, Sun Prairie, Fitchburg and Verona had 277,661 residents or 60.6 percent of the county's population. In five years, these municipalities gained 21,665 people, or 68.3 percent of the county's total population gain.

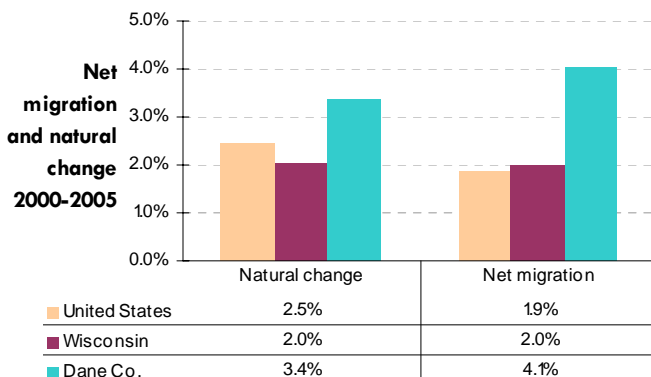
Between 2000 and 2005, the county experienced 26,967 births and 12,514 deaths. This natural change of 14,453 people was 45.5 percent of Dane County's total population growth. Demographers with the Wisconsin Department of Administration project that Dane County will continue to enjoy increasing natural change (births minus deaths) through 2025. At the same time, they project considerable slowing in net migration (people moving in minus people moving out). Birth and death trends generally follow predictable patterns, but net migration patterns shift more quickly and less regularly, so Dane County's population growth may rest on a firmer base than counties that rely much more heavily on net migration.

The table to the right shows that Dane County's labor force participation rate (78.5%) exceeds the statewide rate (70.8%) and the national rate (65.4%). Labor force participa-

### Five largest municipalities in Dane County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
<b>Dane County</b>	426,526	458,297	31,771	7.4%
Madison, City	208,054	221,735	13,681	6.6%
Sun Prairie, City	20,369	24,219	3,850	18.9%
Fitchburg, City	20,501	22,604	2,103	10.3%
Middleton, City	15,770	16,760	990	6.3%
Stoughton, City	12,354	12,753	399	3.2%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



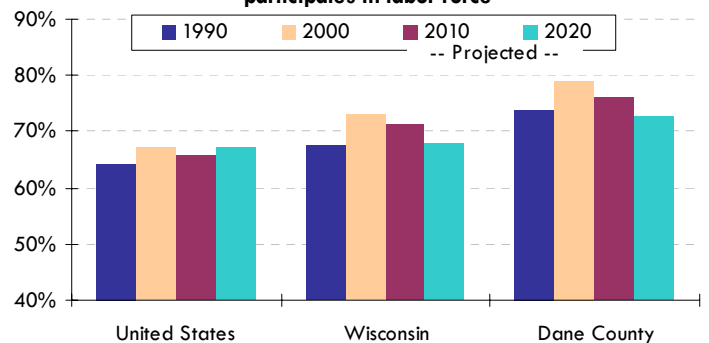
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

### Population and Labor Force

	United States	Wisconsin	Dane County
<b>Total population in 2000</b>	281,424,602	5,363,715	426,526
<b>Population est. Jan. 1, 2005</b>	295,160,302	5,580,757	458,297
Change	13,735,700	217,042	31,771
% change	4.9%	4.0%	7.4%
<b>2005 Labor force population*</b>	224,837,000	4,339,938	365,139
Share of total population	76.2%	78%	79.7%
Labor force	147,125,000	3,071,179	286,627
Labor force participation rate	65.4%	70.8%	78.5%
<b>2005 Population 16 yrs. &amp; over</b>	228,621,674	4,417,313	369,287
16-24 yrs old	37,489,370	743,764	63,507
Share of population 16+ yrs	16.4%	16.8%	17.2%
25-59 yrs old	142,248,896	2,708,865	246,002
Share of population 16+ yrs	62.2%	61.3%	66.6%
60 yrs and older	48,883,408	964,684	59,778
Share of population 16+ yrs	21.4%	21.8%	16.2%
<b>Projected population: 2020</b>	335,804,546	6,110,878	527,534
<b>Population 16 yrs. &amp; over</b>	264,085,104	4,869,573	421,997
16-24 yrs old	37,918,865	681,586	74,691
Share of population 16+ yrs	14.4%	14.0%	17.7%
25-59 yrs old	150,678,402	2,756,884	241,109
Share of population 16+ yrs	57.1%	56.6%	57.1%
60 yrs and older	75,487,837	1,431,103	106,197
Share of population 16+ yrs	28.6%	29.4%	25.2%

\* civilian population 16 yrs. and older not in an institution

### Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

tion rates drop substantially as workers approach 60 years old and continue to drop as they age. The table above indicates that the 60-and-over cohort will become an increasing share of the 16-and-over population. As a greater share of the population joins age groups where employment is less common, labor force growth could be restrained.

## Revised Labor Force

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census.

The annual averages in the table to the right hide seasonal fluctuations. In 2004, Dane County's unemployment rate peaked at 3.7 percent in March and April and dipped to 2.6 percent by December. The labor force dipped to 283,253 in March and peaked at 290,472 in July.

Unemployment rates from the first half of the current decade reaffirm that unemployment rates are a lagging indicator of economic recovery. By the time unemployment rates peak, other economic indicators have been in more encouraging territory for a while. In Dane County, as in the nation, the 2003 unemployment rate represents a recent peak. Post-recession labor force growth has not been particularly robust either: the labor force remains less than one percent above its level from the year 2000.

## Dane County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	218,683	214,298	4,385	2.0%
1991	221,921	216,698	5,223	2.4%
1992	230,775	225,764	5,011	2.2%
1993	240,102	235,157	4,945	2.1%
1994	246,414	241,266	5,148	2.1%
1995	251,201	246,695	4,506	1.8%
1996	257,075	252,698	4,377	1.7%
1997	261,002	256,762	4,240	1.6%
1998	263,110	259,169	3,941	1.5%
1999	265,760	262,101	3,659	1.4%
2000	266,201	260,004	6,197	2.3%
2001	274,405	266,788	7,617	2.8%
2002	278,691	269,258	9,433	3.4%
2003	282,171	271,973	10,198	3.6%
2004	286,627	277,632	8,995	3.1%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

## Education Attainment

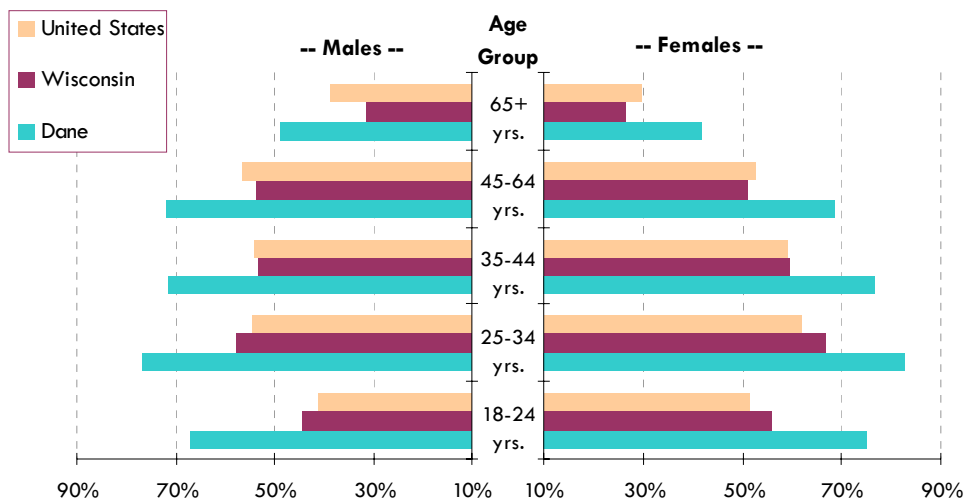
The graph below shows a shift from older generations, where females have less post-secondary education than males to younger generations where females have more education. As the economy shifted from male-dominated goods-producing industries to service-providing industries, social attitudes and employment laws changed to make education more economically valuable for females.

Among people aged 45-64 years old, Dane County has a higher concentration of people with graduate or professional degrees than the United States (11.3% vs. 6.4%, respectively). Dane County's lead is wider among people aged 35-44 (19.3% vs. 11.4%). In proportional terms, the gap grows wider still among people aged 25-34 (14.4% vs. 7.2%). To varying degrees, similar trends emerge in the bachelor's degree category and the associate degree category.

Conversely, Dane County trails the nation in its concentration of residents reporting "some college, no degree" and the margin of that lag is wider in younger cohorts than older cohorts.

The concentration of colleges in Dane County, including the state's flagship university, contributes to residents' exceptional education credentials. The never-ending stream of new students and graduates may lower some employers' recruiting costs. As financial aid shifts from scholarships to student loans, graduates may find it more difficult to hold out for the job that fits best. This, in turn, could help push down unemployment rates.

### Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

## Employment and Wages

Overall, Dane County establishments paid wages nearly 10 percent higher than the statewide all-industries average. No sector employs more people or pays a greater payroll than the education & health sector. In 2004, the education segment (including primary schools through colleges) employed 31,766 people in Dane County and paid them an average wage of \$42,481. The presence of a Big Ten university and a metropolitan school district help boost wages 15.2 percent above the statewide average. Other prominent segments include hospitals (13,043 jobs, average wage: \$43,146), ambulatory health care (10,947 jobs; average wage: \$53,398), nursing & residential care (6,726 jobs, average wage: \$23,279) and social assistance (5,958 jobs, average wage: \$21,278). Health care establishments have important relationships with education and training programs in nursing, medicine and pharmacy.

Within the trade, transportation and utilities sector are: the retail trade segment (31,568 jobs, average wage: \$22,713), the wholesale trade segment (10,662 jobs, average wage: \$47,548), the transportation & warehousing segment (8,295 jobs, average wage: \$34,811) and the utilities segment (1,312 jobs, average wage: \$64,536). Between the 2003 average and

### Average Annual Wage by Industry Division in 2004

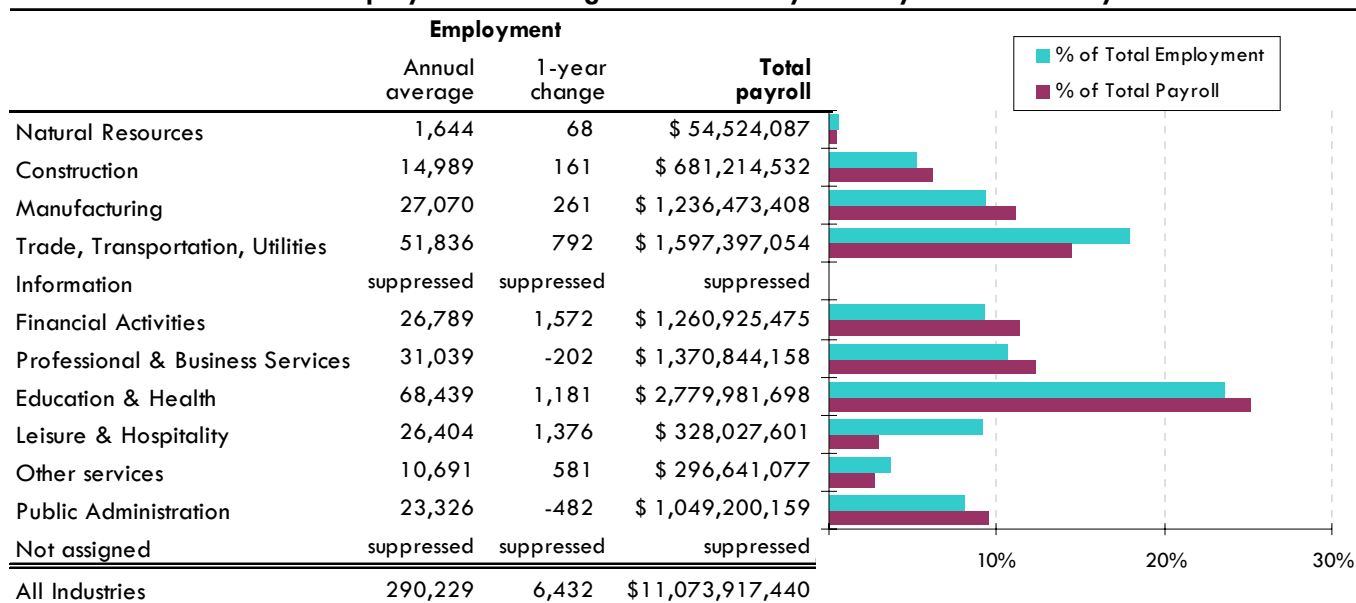
	2004 Wisconsin	2004 Dane County	Percent of Wisconsin	1-year % change
All Industries	\$ 34,749	\$ 38,156	109.8%	3.5%
Natural resources	\$ 27,399	\$ 33,166	121.0%	4.5%
Construction	\$ 41,258	\$ 45,448	110.2%	0.9%
Manufacturing	\$ 44,145	\$ 45,677	103.5%	4.4%
Trade, Transportation, Utilities	\$ 30,088	\$ 30,816	102.4%	4.5%
Information	\$ 41,759	suppressed	Not avail	Not avail.
Financial activities	\$ 45,103	\$ 47,069	104.4%	3.7%
Professional & Business Services	\$ 39,580	\$ 44,165	111.6%	3.4%
Education & Health	\$ 36,408	\$ 40,620	111.6%	3.1%
Leisure & Hospitality	\$ 12,295	\$ 12,423	101.0%	0.8%
Other services	\$ 20,207	\$ 27,747	137.3%	1.4%
Public Administration	\$ 36,347	\$ 44,980	123.8%	2.2%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

the 2004 average, the trade, transportation & utilities sector gained 792 jobs and 470 of them were in retail trade.

The professional & business services sector's two largest segments presented starkly different pictures. The professional, scientific & technical services segment (14,963 jobs, average wage \$56,395) shed 277 jobs between 2003 and 2004. Meanwhile, the administrative & support services segment (12,125 jobs, average wage: \$22,246) gained 561 jobs. Among the types of administrative & support services likely to have grown are temporary staffing companies.

### 2004 employment and wage distribution by industry in Dane County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

## Industry and Employers by Size

### Top 10 Private-sector Employers in Dane County

Establishment	Product or Service	Number of employees
UW Hospital and Clinics	Hospital and clinics	5,263 employees
Wisconsin Physicians Service Ins. Corp.	Health benefits, insurance & administration	4,030 employees
American Family Mutual Insurance	Insurance	3,700 employees
Meriter Health Services	Hospital, health care clinics, insurance	3,212 employees
Dean Health System	Health care,	3,058 employees
UW Medical Foundation	Clinical practice of UW Med School faculty	2,983 employees
CUNA Mutual Group	Financial services for credit unions	2,600 employees
Oscar Mayer Foods, division of Kraft Foods	Meat processor	2,500 employees
St. Mary's Hospital	Hospital health care	2,436 employees
TDS Telecom	Local exchange phone operator	1,360 employees

Source: Madison Newspapers Book of Business 2005. Online at: <http://www.madison.com/features/bob/>

### Prominent industries in Dane County

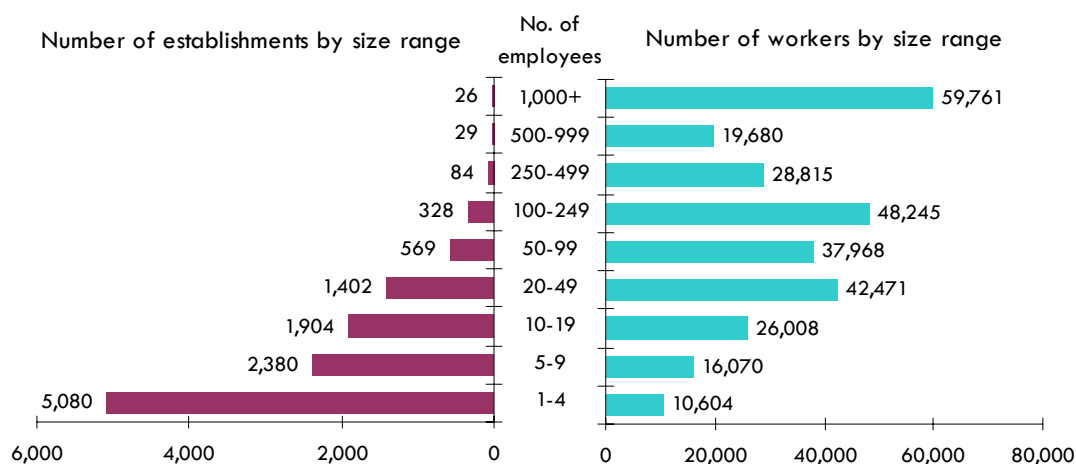
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	141	34,022	721	2,771
Food services and drinking places	722	19,818	1,026	3,567
Insurance carriers & related activities	299	16,369	1,601	3,747
Professional and technical services	1,311	15,351	562	1,719
Hospitals	8	13,062	-43	1,941
Administrative and support services	485	11,944	901	1,775
Ambulatory health care services	407	10,943	144	1,781
Executive, legislative, & gen government	87	8,107	-119	-320
Specialty trade contractors	758	7,837	-142	-9
Nursing and residential care facilities	76	6,732	-30	949

\* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

### Dane County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Some industries provide goods or services primarily for local consumption. Local income and demographic trends drive revenues for health care and education services. Over the next 20 years, Dane County will experience larger and faster growth among cohorts aged 60 to 79 than among school-aged cohorts (roughly 5 to 24). The state's population will age at least as quickly, if not more so. Health care segments may show more employment growth potential than the education segment.

Other industries sell their goods and services to people from outside Dane County, thereby, bringing in outside money. Employment may be greater in food services & drinking places (19,304 jobs) than in insurance carriers & related activities (15,272 jobs), but average wages for the former (\$11,530) are less than one-fourth of average wages in the latter (\$49,404).

The far-left graph shows large numbers of Dane County establishments with few employees and small numbers of establishments with many employees. The graph to the immediate left shows more employment in mid-range employers than small or moderately large ones. The 1,000+ category has the most jobs and fewest employers.

## Per Capita Personal Income

While page 3 discussed wages paid by Dane County employers, this section focuses on income received by County residents, including income from work outside the county, investment/pension income and government transfer payments such as Social Security or other income support programs. The table below shows that Dane County's 2003 Per Capita Personal Income (PCPI) of \$36,455 was third highest among Wisconsin's 72 counties and its 5-year PCPI growth rate of 21.0 percent ranked twelfth. In 1998, Dane County's PCPI exceeded U.S. PCPI by \$3,246 (which was 10.8 percent of the county's PCPI); by 2003 Dane County's PCPI was higher than the nation's by \$4,963 higher than the nation's (or 13.7 percent of the county's PCPI). Nominal income gains do not account for variances in living costs (particularly housing); therefore such gains are not comprehensive measures of living standards.

The nation and the state derive 69-70 percent of their total incomes from net earnings, which are typically associated with employment. Net earnings account for nearly 74 percent of Dane County's total income. Most of this difference is mirrored in transfer receipts, which make up 14-15 percent of total personal income nationally and statewide, but less than 9 percent of total personal income in Dane County. (The remaining segment, investment income or dividends, interest and rent, constitutes a fairly comparable share, 16-17 percent, in the nation, the state and the county.)

Derived from tax records, detailed income estimates suggest that Dane County

establishments paid \$1.1 billion more in wages to residents of other counties than Dane County residents earned from establishments in other counties. This fits well with other data sources indicating that wages are higher in Dane County than in neighboring counties and that Dane County draws in many more commuters than it sends out.

**Wisconsin Counties 2003 Per Capita Personal Income and Rank in State**

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005